

Managed Care Pharmacy Education Project University of Minnesota College of Pharmacy

Project Description & Implementation Overview

The University of Minnesota AMCP Student Chapter strives to promote the field of managed care pharmacy through an all encompassing initiative to better educate student pharmacists, faculty members and the community. This year, the AMCP student chapter undertook the following initiatives:

- Student Pharmacist led Elective Course: student pharmacists had the opportunity to learn about managed care through a student pharmacist led elective course coordinated by the Chapter Presidents from each campus. Student pharmacists had the chance to present and teach a managed care topic to their peers. Chapter diplomats attended each class session through a telephone conferencing system and provided insight on each presentation.
- Medicare Part D Project: The Medicare Part D Project allowed AMCP members to attend local health fairs and educate the elderly population about insurance enrollment. The chapter further educated the College of Pharmacy on Medicare topics during American Pharmacist Month by inviting an expert speaker from a local health plan to hold a workshop.
- The Managed Care 101 Lunch Lecture: The Managed Care 101 Lunch Lecture event focused on introducing student pharmacists and faculty members to the broad concept of managed care, the Affordable Care Act, and emerging trends that will define the future of pharmacy.
- Peer Mentoring Program: Chapter members were also provided with an opportunity to participate in the Peer Mentoring Program. Through this program, student pharmacists were connected with peers in the chapter to facilitate meaningful relationships.
- Managed Care Organization Tours: student pharmacists were able to attend company tours at a number of managed care organizations within the Twin Cities area.

The Managed Care Education Project implementation was done throughout the school year. At the start of the year, members were surveyed to identify topics of interest. Educational programming was developed based on member feedback, interest and inquiries. A timeline was set for all events focused around the new initiative. Local managed care professionals were contacted through email and interested participants were identified for the school year. Local managed care organizations were also contacted to identify opportunities to learn outside the classroom and visit corporate locations. Chapter members were encouraged to attend each event and Directed Studies Elective to enhance their knowledge.

Purpose of the Project

The 2014-2015 University of Minnesota AMCP Student Chapter Managed Care Education Project utilized a series of chapter events and Directed Studies Elective to educate AMCP members, the University of Minnesota College of Pharmacy and surrounding community about the vast offerings of managed care pharmacy.

Project Budget: Expenses and Revenues

No revenue was gained from the project.

Expenses entailed:

- \$400 spent on pizza for introductory events showcasing the project.
- \$20 spent on poster boards, brochures and construction papers for Medicare Part D Outreach Initiative.

Who and How Many Chapter Members are Involved?

75% (65) of AMCP Student Chapter members were involved in at least one event included in the project. Non-members were also involved, as the initiative's goal focused on educating a broader audience about managed care. Involvement included approximately:

- 100 student pharmacists (members and non-members) attended the introductory E-Board presentation on managed care and chapter vision for the school year. Two chapter diplomats were also in attendance.
- 40 healthcare professionals (faculty members, health fair staff, residents, local PBM pharmacists).
- 70 University of Minnesota College of Pharmacy non-AMCP student pharmacist members attended at least one educational event.
- 20 patients in the Duluth and Twin Cities communities received Medicare Part D educational materials through the Outreach Initiative.
- 10 AMCP student members were involved in the Medicare Part D Outreach Project.
- 20 AMCP student pharmacist members per semester were involved in the Directed Studies Managed Care student lead elective.
- 2 Chapter Diplomats (from local managed care organizations) attended the student lead elective via teleconferencing system and provided insight at the end of each presentation based on experience in the field.
- 29 AMCP members were involved in the Peer Mentoring Program.
- 50 student pharmacists attended the Managed Care 101 Lunch Lecture.
- 25-30 student pharmacists attended each corporate tour (HealthPartners, Prime Therapeutics, Express Scripts and UnitedHealth Group).
- E-Board Members and Chapter Presidents were involved in implementing the project throughout the school year: Chapter Presidents (Duluth and Twin Cities), Directors of Outreach (Duluth and Twin Cities), Directors of Development (two students in the Twin Cities), Director of Mentoring, Director of Social Media and Director of Membership.
 - The University of Minnesota is a unique college of pharmacy with two campuses in Duluth and Twin Cities. All components of the project were implemented on both campuses.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

Target audience included: AMCP Student Chapter members, University of Minnesota student pharmacists, healthcare professionals, local organization affiliated with senior outreach (Senior Linkage) and patients eligible for Medicare Part D coverage.

- **AMCP Members:** Members were recruited during an introductory lunch meeting, which involved chapter diplomats at the beginning of the school year.
- **University of Minnesota Student Pharmacists:** University of Minnesota student pharmacists and faculty were invited via email to attend the Medicare Part D workshop and Managed Care 101 Lunch Lecture. Posters were created and placed in student pharmacists' mailboxes for the Managed care 101 Lunch Lecture.

- **Healthcare Professionals:** Leaders in the field were recruited via email and E-Board's network to lead workshops and discussions. Professors and residents at the college were also invited to attend chapter events to expose a broader audience.
- **Organization Affiliated with Senior Outreach:** Senior Linkage is a local organization involved with senior outreach. The organization was contacted to obtain informational material to help educate seniors about Medicare Part D. The Duluth Chapter President and Duluth Director of Outreach attended a workshop hosted by the group to gain knowledge about Medicare Part D.
- **Patients eligible for Medicare Part D:** Patients were recruited at local health fairs in collaboration with other student organizations. Chapter members provided handouts and information about Medicare Part D enrollment.
- **Local Managed Care Organizations:** Representatives at HealthPartners, Express Scripts, UnitedHealth Group and Prime Therapeutics were contacted at the start of the school year to identify opportunities for corporate tours.

What Materials are Needed? Outside Resources, Ordering, etc?

Refreshments during informational sessions, poster boards at health fairs, tables to set up posters and informational materials from Senior Linkage.

Timeline for Implementation and Execution

Early September:

- Start contacting local Medicare Part D expert pharmacists.
- Meet with the professionals (in person or through conference call) to discuss goals of the project and presentation objectives.
- Identify local organizations focused on helping seniors with Medicare Part D enrollment (Senior Linkage).
- Collaborate with faculty members and other student organizations involved in community outreach (University of Minnesota College of Pharmacy Health Fairs).
- Develop syllabus and work with faculty advisor to set up a course for the Directed Studies Managed Care Elective; send out emails to student body to gauge interest in the course.
- Send emails to the student pharmacist body to identify participants for the Peer-Mentoring Program.

October:

- For the managed care elective course: send emails to faculty members and local managed care pharmacists to help facilitate the course.
- Attend informational sessions offered by local organizations to learn about Medicare PartD.
- Attend HealthPartners tour to learn about managed care from a health plan perspective.
- Develop posters and pamphlets for Medicare Part D outreach events.
- Once professionals have confirmed date of presentation for the Managed Care 101 Lunch Lecture, schedule rooms on both campuses.
- The week prior to the presentation or informational session, send out reminder emails to the student pharmacist body.

- Collaborate with other student organizations to identify outreach outlets in the community (health fairs).
- Match student pharmacists with their peer mentors and set up networking events to facilitate collaboration and learning within the Student Chapter.

November:

- Continue to educate student pharmacists by setting up tours at local corporations.
- Invite speakers to present diverse experiences in the field.
- Encourage AMCP members to attend P&T workshops: Introduction to the P&T competition, Formulary Development and Metastatic Melanoma.

***Planning and events continued during the Spring Semester ***

Follow-up with Faculty Members/Volunteers/Participants

- Thank you cards were sent out to professionals, faculty members and event coordinators.
- Thank you emails were sent to Executive Board members for their help in leading the projects.
- Surveys were sent after each event to obtain member feedback and identify opportunity for improvement.
- Emails were sent to AMCP members to keep them updated on chapter events and future plans.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

What Went Well?

Overall, the project was very successful. The Minnesota AMCP Student Chapter educated student pharmacists, faculty members and the surrounding community about non-traditional roles in pharmacy. Student pharmacists now have more opportunities to learn about managed care, especially since this field is not emphasized in the curriculum. The University of Minnesota College of Pharmacy is now more aware of the vast offerings of the Managed Care industry and how it applies to different facets of pharmacy practice through the Managed Care Education Project. Patients in the community were able to interact with student pharmacists through non-dispensing roles, but rather as health care experts.

Student pharmacist participation significantly increased. The increase was realized through the tripling enrollment in the Managed Care Elective course, event participation, outreach involvement and P&T Competition completion. The project was able to achieve all goals and provided learning opportunities for students to identify how managed care affects diverse facets of pharmacy.

What Didn't Go Well?

Regarding the Medicare Part D Project, many student pharmacists were unaware of the opportunity during the first semester. However, during the second semester, the project was better advertised through emails and word of mouth, leading to greater student participation.

How to Improve Next Year?

The chapter could improve communication to the rest of the school highlighting key accomplishments and recognizing members. The E-Board is currently working on developing a newsletter to address this gap. A pilot newsletter will be released this spring.

Another opportunity for improvement is continuing new initiatives in the coming years. Often, when leadership change occurs, many new initiatives are not continued. Training and educating the first and second year members, prior to third year's departure for rotations may resolve the problem. This year, AMCP elections will be held earlier in the semester, allowing more opportunities for new officers to shadow the departing E-Board members.

Timeline/Checklist for Project:

Date	Activity	Responsible Party
6/8/2014	Introduce project to E-Board	Chapter Presidents
7/8/2014	Introduce project to Chapter Diplomats	Chapter Presidents
9/8/2014	Introduction to Managed Care: Lunch Meeting (Entire College of Pharmacy and Chapter Diplomats)	E-Board and Chapter Presidents
10/03/14	Medicare Part D Workshop	Chapter Presidents
10/04/14	Esko Health Fair - Medicare Part D Education Session	Duluth Director of Outreach
10/09/14	Managed Care 101 Lunch Lecture Series	Director of Membership
10/12/14	Latino Family Health Fair - Medicare Part D Education Session	Twin Cities Director of Outreach
10/17/14	HealthPartners Corporate Tour	Chapter Presidents
10/30/14	Little Earth Strong Health Fair	Twin Cities Director of Outreach
2/19/15	Prime Therapeutics Tour	Directors of Development
2/27/15	Little Earth Strong Health Fair	Twin Cities Director of Outreach
3/12/15	Managed Care Professional Panel	Director of Outreach/ Chapter Presidents
3/19/15	Express Scripts Corporate Tour	Chapter Presidents
4/09/15	AMCP Annual Conference Networking Happy Hour	Directors of Development
4/30/15	UnitedHealth Group Corporate Tour	Directors of Development
05/05/2015	Peer Mentoring Happy Hour	Director of Mentoring
Ongoing	Managed Care Elective Class (Weekly Meeting)	Chapter Presidents

Checklist:

- ✓ Set a budget at the beginning of the school year
- ✓ Purchase necessary supplies: poster board, construction paper and markers
- ✓ Contact professionals
- ✓ Contact local organizations involved in Medicare Part D
- ✓ Identify collaboration opportunities with other student organizations
- ✓ Contact faculty members and diplomats for assistance and support
- ✓ Set up professional tours
- ✓ Prepare poster board and brochures for outreach events
- ✓ Attend training sessions and educational sessions
- ✓ Recruit volunteers for Medicare Part D Outreach Project
- ✓ Send thank you cards or emails to coordinators, faculty members, professionals and volunteers after each event
- ✓ Send consistent emails to update AMCP Student Chapter and College of Pharmacy on chapter events and vision
- ✓ Request feedback after each event and throughout the year to mold programming based on member interest and gaps in knowledge